



## MARKETING and OFFICE COORDINATOR POSITION DESCRIPTION

**REPORTS TO:** Director of Marketing  
**STATUS:** Full Time Non Exempt  
**OFFICE LOCATION:** Minneapolis, MN

### POSITION PURPOSE:

VITAL WorkLife is looking for an energetic, self-motivated and creative individual to join our marketing department. Our team is passionate about sharing how we can help individuals and organizations improve the overall well being of their employees. This position is a unique, combined role designed for someone who is detail-oriented with strong project management skills, two-three years of experience in marketing or communications and who wants a place to grow professionally and personally. VITAL WorkLife provides solutions to organizations from multiple industries with a focus on health care. We are a national, progressive and entrepreneurial company, privately owned and operated, providing the most comprehensive, cost-effective and compassionate behavioral health solutions. <http://VITALWorkLife.com>

### POSITION RESPONSIBILITIES: (Approximately, 80-85% marketing, 15-20% general administrative support)

The majority of this person's time will be spent managing programs and assisting with implementation of traditional marketing and marketing communications projects including, but not limited to, the following:

- Marketing and promotional campaigns including project management, internal communications, digital and physical distribution and campaign metrics.
- Internal and external events/conferences including submitting speaking proposals, managing event plans, travel and registration, pre- and post-event marketing activities, logistics, materials and metrics.
- Create, edit, execute and track campaign initiatives in HubSpot, including emails, landing pages, forms, workflows, call to actions, enter in sales leads from conferences, etc.
- Robust content marketing via multiple social media channels on a regular and consistent basis including collecting & editing relevant content.
- Create and edit collateral, images and graphic elements using design software (Adobe Creative Suite) and PowerPoint.
- Updates to corporate and member websites.
- Sales collateral editing, proofreading, inventory and fulfillment for client meetings and new client launches.
- Marketing database including contact and organizational data; tracking and mitigating bounce-backs and creation of lists for targeted marketing and client/services campaigns.
- Collect and maintain competitor information and create an on-going opportunity matrix for differentiation.
- Create and manage marketing dashboard of activities, successes, engagement data, marketing success metrics, material updates, etc. to be shared across the organization on regular basis.
- Coordinate with external vendors and partners on relevant projects.

Additionally, this person will work from the Minneapolis office during standard business hours and act as office manager/receptionist and as administrative assistant to our client services team with the following areas of responsibility:

- Welcoming clients and guests to the office for appointments or meetings.
- Troubleshooting technical and phone issues by working with assigned vendors.
- Managing inventory and ordering of office supplies.
- Prepping materials for client meetings, health fairs, events, etc.

## CRITICAL SUCCESS FACTORS

- Bachelor's degree in marketing, communications or related field and two to four years of experience in B2B marketing or project management in an entrepreneurial environment.
- Ability to respond with a sense of urgency to internal and external client questions and concerns with a willingness to go above and beyond the scope of the job.
- Assists in accomplishment of department strategies and organizational goals by initiating or accepting ownership for new and different requests; exploring opportunities to add value to job accomplishments.
- Confidence in setting and managing priorities when given multiple projects with similar and competing deadlines.
- Detail-oriented and ability to be assertive when needed.
- Ability to problem-solve independently and in a team environment; multi-task, prioritize and work efficiently.
- Focus on successful completion of tasks and goals by agreed upon deadlines within the context of marketing and overall organization strategies and objectives.
- Adapt personal work style to accommodate individual personalities and work styles of coworkers.
- Ability to work collaboratively with other groups and departments, internally and externally, and maintain positive relations with coworkers.
- Excellent customer service, business and communications skills.
- Demonstrates interest in professional development by learning from other team members, participating in educational opportunities; reading trade publications and proactive learning of new skills or tools to use with marketing team.
- Strong Microsoft PowerPoint skills and working knowledge of Word, Excel and Outlook.
- Experience in CRM and marketing campaign execution via HubSpot and web development via WordPress with an understanding of SEO best practices.
- Experience with Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat DC) creating, editing and preparing files for production.
- Background in social networking and online community management a strong plus.
- Willing and available for day travel to various locations for meetings on occasion.

## ABOUT VITAL WORKLIFE

As behavioral health experts in the workplace with over 35 years experience, our solutions are anchored by our legacy employee assistance program (EAP). Our high-touch, high-utilization services are used by organizations across a broad range of industries to:

- Provide confidential well being support for all employees and organizations including cultural assessments, consulting, leadership development and peer coaching.
- Improve employee productivity, departmental effectiveness and organizational profitability.

Our physician solutions support organizations with services designed specifically for physicians and providers. Our national team of licensed master's and doctorate level senior consultants, physician peer coaches, psychiatrists and other specialists have deep experience in dealing with the issues surrounding physician performance, satisfaction and retention. Our ultimate goal is to proactively help physicians and organizations address issues *before* they escalate to the point of affecting physician performance and patient safety with the following:

- Physician Well Being Resources (preventative solutions for Physicians and Providers) allows physicians and their families to get help easily and confidentially.
- Physician Intervention services providing compassionate and customized programs to address tougher issues.
- Coaching and Support connects physicians with peer coaches for help facing the challenges of work, personal and family life as a referral program or as personal growth and career development tool.
- Training and Consulting allows organizations to obtain experienced help and recommendations in areas as diverse as organizational culture, individual and workplace conflict and executive/leadership development.

Send inquiries with salary requirements to [Employment@VITALWorkLife.com](mailto:Employment@VITALWorkLife.com)